AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1.   (Currently Amended) A system comprising:

a processor configured to:

        receive first input that selects a sales packet, from a set of available sales packets, to be printed, and

        second input that selects an event[[,]] from a ~~menu~~ set of events relating to activity in a sales management ~~database~~ data store, ~~that indicates~~ wherein the set of events includes ~~at least one of~~ addition of a new sales contact, [[or]] a change ~~of status~~ of an existing sales contact to a first status, and a change of the existing contact to a second status; and

        storage configured to store an event rule that relates the event and the sales packet,

wherein the processor is configured to generate a print order for the sales packet in response to ~~occurrence of~~ a determination that the event has occurred.

2.   (Previously Presented) The system of claim 80, wherein the processor is further configured to include data from the at least one of the data field or the data table in the print order.

3.   (Currently Amended) The system of claim 1, wherein the processor is further configured to receive third input that specifies ~~a destination for~~ whether an output of the print order is to be sent to an address associated with at least one of a salesperson, the new sales contact, or the existing sales contact.

4.   (Currently Amended) The system of claim 1,wherein the processor is further configured to receive third input that specifies a time at which a result of the print order is to be sent to [[a]] the new sales contact or the existing sales contact.

5.   (Currently Amended) The system of claim 1,

wherein the processor is further configured to receive third input that specifies a time at which a result of the print order is to be sent to a device of a salesperson associated with [[a]] the new sales contact or the existing sales contact.

6.   (Currently Amended) The system of claim 1, wherein the first input selects the sales packet from a list the set of available sales packets having respective different versions.

7.   (Currently Amended) A method, comprising:

selecting, from a plurality of available sales packets via a first display region, by a system including a processor, a sales packet that contains information from a sales management database data store;

selecting, from a plurality of events via a second display region, an event relating to a change in the sales management database data store, wherein the plurality of events includes indicative of at least one of addition of a new sales contact, [[or]] a change in status of an existing sales contact to a first status, and a change of the existing sales contact to a second status; and

generating a print order for the sales packet in response to detecting an occurrence of the event.

8.   (Previously Presented) The method according to claim 81, further comprising mapping data from at least one of the data field or the data table to the print order.

9.   (Currently Amended) An interface, comprising:

at least one processor, communicatively coupled to at least one memory storing computer-executable instructions, that facilitates execution of the computer-executable instructions to at least:

facilitate render of a first display region configured to display a menu of available sales packets and receive ~~an indication~~ a selection of a sales packet, from the menu of available sales packets, to be printed; ~~and~~

facilitate render of a second display region configured to display a menu of events for occurrence in a sales management ~~database~~ data store and receive selection of an event from the menu of events, wherein the menu of events ~~respectively relate to~~ includes ~~at least one of~~ addition of a new sales contact, [[or]] a change ~~of status~~ of an existing sales contact to a first status, and a change of the existing sales contact to a second status[[,]]; and

in response to ~~occurrence of an event selected from the menu of events~~ a determination that the event has occurred, generate a print order for the sales packet ~~is generated~~.

10.   (Withdrawn – Currently Amended) The interface of claim 9, wherein the at least one processor further facilitates execution of the computer-executable instructions to at least ~~further comprising~~:

facilitate render of a third display region configured to display a time at which an event message related to the print order is to be released.

11.   (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the event message is to be automatically released.

12.   (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the print order is to be released in response to a determination that a number of events has reached a predetermined number.

13.   (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the print order is to be released after a period of time.

14.   (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the print order is to be released after approval from an entity.

15.   (Withdrawn – Currently Amended) The interface of claim 9, <u>wherein the at least one processor further facilitates execution of the computer-executable instructions to at least</u> ~~further comprising~~ <u>facilitate render of</u> a third display region configured to receive designation of a minimum inventory number.

16.   (Withdrawn – Currently Amended) The interface of claim 9, <u>wherein the at least one processor further facilitates execution of the computer-executable instructions to at least</u> ~~further comprising~~ <u>facilitate render of</u> a third display region configured to receive designation of an amount to increase a quantity in which the ~~item~~ <u>sales packet</u> is to be imaged.

17.   (Currently Amended) A method comprising:

displaying a ~~list~~ <u>plurality</u> of events relating to respective changes in a sales management ~~database~~ <u>data store</u>, ~~the respective changes indicative of to at least one of~~ <u>the plurality of events including</u> addition of a new sales contact<u>,</u> [[or]] a change ~~of status~~ of an existing sales contact <u>to a first status, and a change of the existing contact to a second status</u>;

receiving a selection of an event from the ~~list~~ <u>plurality</u> of events;

displaying a set of sales brochures to be automatically imaged in response to occurrence of the event;

receiving a selection of a sales brochure of the set of sales brochures;

storing the event and the sales brochure; and

generating a print order for the sales brochure in response to detecting the occurrence of the event.

18.   (Previously Presented) The method of claim 17, wherein the generating the print order includes providing an indication that the sales brochure is to be imaged.

19.   (Previously Presented) The method of claim 17, further comprising printing the sales brochure onto a physical medium in accordance with the print order.

20.   (Previously Presented) The method of claim 17, further comprising generating an electronic version of the sales brochure in accordance with the print order.

21.   (Currently Amended) The method of claim 17, further comprising monitoring at least one of a data field or a data table in the sales management ~~database~~ data store for the occurrence of the event.

22.   (Cancelled)

23.   (Previously Presented) The method of claim 17, further comprising processing the print order to include additional information not present in the print order.

24.   (Previously Presented) The method of claim 17, further comprising transmitting a notification of the event across a network.

25.   (Withdrawn – Currently Amended) The method of claim 17, further comprising defining the ~~list~~ plurality of events to relate to activity in a human resources ~~database~~ data store.

26.   (Withdrawn – Currently Amended) The method of claim 17, further comprising defining the ~~list~~ plurality of events to relate to activity in an inventory control ~~database~~ data store.

27.   (Withdrawn – Currently Amended) The method of claim 17, further comprising defining the ~~list~~ plurality of events to relate to activity in a manufacturing ~~database~~ data store.

28.   (Withdrawn – Currently Amended) The method of claim 17, further comprising defining the ~~list~~ plurality of events to relate to activity in a publishing ~~database~~ data store.

29.   (Withdrawn – Previously Presented) The method of claim 23, wherein the processing includes extracting the additional information from a second database.

30.   (Currently Amended) A non-transitory computer-readable medium having stored thereon computer-executable instructions that, in response to execution, cause a computing system to perform operations, the operations including:

    displaying a set of events that define respective changes in a sales management database data store, the respective changes indicating at least one of the set of events including addition of a new sales contact, [[or]] a change of status of an existing contact to a first status, and a change of an existing contact to a second status;

    receiving a selection of an event of the set of events;

    displaying a set of sales materials capable of being imaged in response to occurrence of the event;

    receiving a selection of at least a subset of the sales materials of the set of sales materials;

    storing the event and the selection of at least the subset of the sales materials; and

    generating a print order for the subset of the sales materials in response to the occurrence of the event.

31.   (Currently Amended) The non-transitory computer-readable medium of claim 30, wherein the generating the print order includes providing an indication that at least the subset of the sales materials is to be imaged.

32.   (Currently Amended) The non-transitory computer-readable medium of claim 30, the operations further including, in response to the generating the print order, printing the sales packet onto a physical medium.

33.   (Currently Amended) The non-transitory computer-readable medium of claim 30, the operations further including, in response to the generating the print order, generating an electronic version of at least the subset of the sales materials.

34.   (Currently Amended) The <u>non-transitory</u> computer-readable medium of claim 30, the operations further including monitoring at least one of a data field or a data table in the sales management ~~database~~ <u>data store</u> for the occurrence of the event.

35.   (Cancelled)

36.   (Currently Amended) The <u>non-transitory</u> computer-readable medium of claim 30, the operations further including processing the print order to include additional information not present in the print order as generated.

37.   (Currently Amended) The <u>non-transitory</u> computer-readable medium of claim 36, the operations further including transmitting an indication of the event across a network of computers including the Internet.

38-41. (Cancelled)

42.   (Withdrawn – Currently Amended) The <u>non-transitory</u> computer-readable medium of claim 36, wherein the processing of the print order includes extracting the additional information from a second ~~database~~ <u>data store</u>.

43.   (Currently Amended) A system, comprising:
          a display ~~having~~ <u>comprising:</u>
              a first display region configured to display a <u>plurality of</u> sales brochure<u>s</u> to be printed<u>,</u> and
              a second display region configured to display a ~~menu~~ <u>plurality</u> of events associated with respective changes in a sales management ~~database~~ <u>data store,</u> ~~the respective changes indicative of at least one of~~ <u>the plurality of events including</u> a new sales contact added to the sales management ~~database~~ <u>data store,</u> [[or]] a change ~~of status~~ of an existing sales contact <u>to a first status, and a change of the existing contact to a second status;</u>
          a processor configured to receive input that selects [[the]] <u>a</u> sales brochure<u>, of the</u>

plurality of sales brochures, to be printed and an event from the ~~menu~~ plurality of events; and

a storage component configured to store an event rule relating the event and the sales brochure,

wherein the processor is further configured to, in response to performance of the event, generate a print order for the sales brochure.

44.   (Withdrawn – Previously Presented) The system of claim 43, the display further comprising:

a third display region configured to display a time at which an event message related to the print order is to be released.

45.   (Withdrawn – Previously Presented) The system of claim 44, wherein the third display region is configured to indicate that the event message is to be automatically released.

46.   (Withdrawn – Previously Presented) The system of claim 44, wherein the third display region is configured to indicate that the print order is to be released in response to a number of events reaching a predetermined number.

47.   (Withdrawn – Previously Presented) The system of claim 44, wherein the third display region is configured to indicate that the print order is to be released after a period of time.

48.   (Withdrawn – Previously Presented) The system of claim 44, wherein the third display region is configured to indicate that the print order is to be released after approval from one or more entities.

49.   (Withdrawn – Currently Amended) The system of claim 43, ~~further comprising~~ wherein the display further comprises a third display region [[is]] configured to receive designation of a minimum inventory number.

50.   (Withdrawn – Currently Amended) The system of claim 43, ~~further comprising~~ wherein the display further comprises a third display region configured to receive designation of an amount to increase a quantity in which the item is to be imaged.

51.   (Previously Presented) The system of claim 43, wherein the print order includes an indication that the sales brochure is to be imaged.

52.   (Previously Presented) The system of claim 51, wherein imaging the print order includes an indication that the sales brochure is to be imaged onto a physical medium.

53.   (Previously Presented) The system of claim 51, wherein the print order includes an indication that an electronic version of the sales brochure is to be generated.

54.   (Cancelled)

55.   (Withdrawn – Currently Amended) A system comprising:

        a display having a first display region configured to display an item to be printed and a second display region configured to display a menu of events associated with [[the]] a human resources ~~database~~ data store;

        a processor configured to receive first input for selection of the item to be printed and second input for selection of an event from the menu of events; and

        [[a]] storage configured to store an event rule relating the event and the item, wherein the processor is further configured to automatically generate a print order for the item in response to occurrence of the event.

56.   (Withdrawn – Previously Presented) The system ~~for~~ of claim 55, wherein the menu of events includes at least one of addition of a new employee modification of an employee location, modification of an employee title, modification of an employee phone number, modification of an employee facsimile number, or modification of an employee email address.

57.   (Withdrawn – Currently Amended) The system of claim 55, ~~further comprising:~~ wherein the display further has a third display region configured to display a time at which an event message related to the print order is to be released.

58.   (Withdrawn – Previously Presented) The system of claim 57, wherein the third display region is configured to indicate that the event message is to be automatically released.

59.   (Withdrawn – Previously Presented) The system of claim 57, wherein the third display region is configured to indicate that the print order is to be released in response to a number of events reaching a predetermined number.

60.   (Withdrawn – Previously Presented) The system of claim 57, wherein the third display region is configured to indicate that the print order is to be released after a period of time.

61.   (Withdrawn – Previously Presented) The system of claim 57, wherein the third display region is configured to indicate that the print order is to be released after approval from at least one entity.

62.   (Withdrawn – Previously Presented) The system of claim 55, wherein the print order includes an indication that the item is to be imaged.

63.   (Withdrawn – Previously Presented) The system of claim 62, wherein the print order specifies that the item is to be printed onto a physical medium.

64.   (Withdrawn – Previously Presented) The system of claim 62, wherein the print order specifies that an electronic version of the item is to be generated.

65.   (Withdrawn – Currently Amended) The system of claim 55, ~~further comprising:~~ wherein the display further has a third display region configured to display a time at which a result of the print order is to be sent to a client.

66.   (Withdrawn – Previously Presented) The system of claim 65, wherein the third region is configured to indicate that a result of imaging the print order is to be sent to a client in response to the print order being fulfilled.

67.   (Withdrawn – Previously Presented) The system of claim 65, wherein the third display region is configured to indicate that the result is to be held until a predetermined date prior to sending the result to the client.

68.   (Withdrawn – Previously Presented) The system of claim 65, wherein the third display region is configured to indicate that the result is to be sent to a specific address.

69.   (Withdrawn – Previously Presented) The system of claim 55, wherein the processor is part of an expert system.

70.   (Withdrawn – Currently Amended) A method comprising:

selecting, from a first display region, an item that contains information from a human resources ~~database~~ data store;

selecting, from a second display region, an event capable of occurring in the human resources ~~database~~ data store; and

automatically generating a print order for the item in response to detecting the event.

71.   (Withdrawn – Currently Amended) The method of claim 70, wherein the selecting the event includes selecting a change in the human resources ~~database~~ data store in at least one of a new employee being added, an employee's location changing, or an employee receiving a new title, a new phone number, a new facsimile number, or a new email.

72.   (Withdrawn – Currently Amended) A system comprising:

        a display comprising a first display region configured to display an item to be printed and a second display region configured to display a menu of events associated with a publishing ~~database~~ <u>data store</u>;

        a processor configured to receive first input to select the item and second input to select an event from the menu of events; and

        storage configured to store an event rule relating the event to the item,

        wherein the processor is further configured to automatically generate a print order relating to the item in response to occurrence of the event.

73.   (Withdrawn – Previously Presented) The system of claim 72, wherein the menu of events includes at least one event comprising at least one of a quantity of orders exceeding a predetermined number or a period between filling orders reaching a predefined period.

74.   (Withdrawn – Currently Amended) The system of claim 72, ~~further comprising:~~ <u>wherein the display further comprises</u> a third display region configured to display a title of a publication.

75.   (Withdrawn – Previously Presented) The system of claim 72, wherein the item relates to reprints of publications or covers of publications.

76.   (Withdrawn – Currently Amended) The system of claim 72, ~~further comprising:~~ <u>wherein the display further comprises</u> a third display region configured to designate a quantity over a number of orders a current print job is to be run.

77.   (Withdrawn – Currently Amended) A method comprising:

        receiving selection, via a first display region, of an item that contains information from a publishing ~~database~~ <u>data store</u>;

        receiving selection, via a second display region, of an event capable of occurring in the publishing ~~database~~ <u>data store</u>; and

        automatically generating a print order regarding the ~~designating~~ item in response to detection of the ~~designated~~ event.

78.   (Withdrawn – Currently Amended) The method of claim 77, wherein the receiving selection of the event includes receiving selection of a change in the publishing ~~database~~ data store in at least one of orders for a reprint of a publication exceeding a predetermined number or an order remaining unfulfilled for a predetermined period of time.

79.   (Currently Amended) The system of claim 1, further comprising a display having a first display region configured to display the sales packet to be printed and a second display region configured to display the ~~menu~~ set of events associated with the sales management ~~database~~ data store.

80.   (Currently Amended) The system of claim 1, further comprising a monitoring component configured to monitor at least one of a data field or a data table in the sales management ~~database~~ data store for [[the]] occurrence of the event.

81.   (Currently Amended) The method of claim 7, wherein the detecting the occurrence of the event includes monitoring at least one of a data field or a data table of the sales management ~~database~~ data store.

82.   (Previously Presented) The method of claim 24, wherein the transmitting includes transmitting an indication of the event over the Internet.

83.   (Currently Amended) The system of claim 1, wherein the processor is further configured to send the print order to a printing vendor in response to the determination that the event has occurred.

84.   (Previously Presented) The system of claim 83, wherein the processor is further configured to receive third input specifying a maximum cost for fulfilling the print order and to select the printing vendor based on the maximum cost, and wherein the storage is further configured to store the third input with the event rule.

85.   (Currently Amended) The system of claim 83, wherein the processor is further configured to:

        generate, in response to the ~~occurrence of the event~~ <u>determination that the event has</u> <u>occurred</u>, a shipping order that schedules pick-up of a product generated in response to the print order, wherein the shipping order indicates a time that the product is to be picked up; and

        send the shipping order to a shipping vendor.

86.   (Currently Amended) The method of claim 7, further comprising transmitting the print order to a printing vendor <u>in response to the detecting the occurrence of the event</u>.

87.   (Previously Presented) The method of claim 86, further comprising:

        specifying, via a third display region, a maximum cost for a product printed in accordance with the print order; and

        selecting the printing vendor based on the maximum cost.

88.   (Currently Amended) The method of claim 86, further comprising:

        generating, in response to detecting <u>the</u> occurrence of the event, a shipping order specifying a time for picking up a product printed in accordance with the print order; and

        transmitting the shipping order to a shipping vendor.

89.   (Currently Amended) The method of claim 17, further comprising sending the print order to a printing vendor <u>in response to the detecting the occurrence of the event</u>.

90.   (Previously Presented) The method of claim 89, further comprising:

        receiving a selection of a cost requirement in connection with fulfilling the print order; and

        selecting the printing vendor based on a determination that the printing vendor is capable of satisfying the cost requirement.

91.   (Currently Amended) The method of claim 89, further comprising:

generating a shipping order in response to <u>the</u> detecting the ~~change~~ <u>occurrence of the</u> <u>event</u>, the shipping order specifying a time at which a printed product generated in accordance with the print order is to be picked up; and

<u>initiating a</u> sending <u>of</u> the shipping order to a shipping vendor.